



# Tea in Denmark

December 2025

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## Tea in Denmark - Category analysis

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#### 2025 DEVELOPMENTS

Quality over volume in consumption terms

#### INDUSTRY PERFORMANCE

Maturity and modern alternatives hamper black tea demand

Healthier options drive retail sales growth

#### WHAT'S NEXT?

Robust higher-quality but lower tea consumption trend

Premiumisation to add dynamism to a mature category

Health and wellness trend to pique consumer interest in certain tea types

#### COMPETITIVE LANDSCAPE

Regular new launches maintain the appeal of the leading player's offer

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Economising, environmental concerns and a preference for alternatives hit on-trade demand for hot drinks

Push-pull effect of health and wellness in hot drinks

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Premiumisation over volume in hot drinks

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Merrild Kaffe leverages its strength in coffee to lead the industry

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